



Essam Metwally

- Al-Amari Group
- AxA Agency
- Chance Media
- ARCPLAN Group
- Al-Wafd
- Cookmark

Marketing isn't just about campaigns – it's about growth. I help brands scale through data-driven strategies, performance marketing, and creative storytelling.

- Check out my work**
- Contact Me



About Me

Growth is the goal. Strategy is the path.



Results-driven Digital Marketing Manager with over 6 years of experience in content creation, SEO, paid campaigns, and social media strategy. Proven track record of managing multi-platform campaigns, optimizing content for growth, and leading digital teams. Skilled in video editing, motion graphics, and storytelling that supports business growth. Currently leading the marketing efforts at Cookmark as Marketing Manager, driving brand growth through data-driven strategies.

I specialize in creating marketing ecosystems that drive revenue. My approach combines creative brand storytelling with rigorous performance analytics.

+320
Projects Completed

+280
Satisfied Clients

Experience

A Yearly snapshot of my creative growth

Cookmark
Remote

Marketing Manager

Leading brand growth and marketing strategies for Cookmark. Implementing data-driven campaigns and managing performance marketing to scale the brand's presence.

- Marketing Strategy
- Brand Management
- Growth Marketing
- Performance Marketing

Dec 2025 - Present

Al-Amari Group (KSA)
Cairo, Egypt

Marketing Manager

Leading digital marketing for 4 companies under Al-Amari Group across different sectors (construction, safety, e-commerce, and manufacturing). Managing paid campaigns, SEO/SEM, and full-funnel strategy across platforms. Planning content and directing digital team execution.

- Strategic Marketing
- Team Leadership
- SEO/SEM
- Paid Campaigns

Aug 2023 - Dec 2025

AxA Marketing Agency

Cairo, Egypt

Digital Marketing Manager

Managed WordPress websites, handled updates, backups, and SEO. Conducted keyword research and backlinking strategies. Created media plans and presented KPIs to clients.

WordPress SEO Media Planning Client Management

Jun 2022 - Aug 2023

Chance Media

Cairo, Egypt

Social Media Strategist

Built strategic, production-focused content calendars aligned with business goals. Tracked analytics and optimized campaign performance (CPA/CPC). Collaborated closely with clients and creative teams.

Content Strategy Analytics Campaign Optimization

May 2021 - Jun 2022

ARCPLAN Group

Cairo, Egypt

Social Media Strategist

Built strategic content calendars aligned with business goals. Tracked analytics, improved campaign performance (CPA/CPC). Collaborated with clients and design teams.

Social Media Strategy Analytics Collaboration

Apr 2020 - May 2021

Al-Wafd

Dokki, Egypt

Journalist

Created and edited news articles and video content across political and economic topics. Produced multimedia stories tailored for digital audiences.

Journalism Video Content Storytelling

Jan 2018 - Jan 2020

Opera News

Remote, Egypt

Journalist, Editor

Created and edited news articles and video content across political and economic topics. Produced multimedia stories tailored for digital audiences.

Editing Digital Journalism Multimedia

Jan 2018 - Jan 2020

Skills

My Expertise & Strategic Capabilities

Digital Marketing

Comprehensive strategies for brand growth and performance.

SEO & SEM

Google Ads & Analytics

Social Media Marketing

Email Marketing

Paid Campaigns



Content & Creative

Engaging storytelling and visual content creation.

Copywriting

Content Strategy

Motion Graphics

Video Editing

Adobe Creative Suite



Management

Leading teams and managing client relationships.

Team Leadership

Client Management

Strategic Planning

Performance Analysis



Portfolio

Explore my portfolio of creative solutions





Cookmark Marketing Strategy ↗
Marketing Manager



Al-Amari Group Digital Transformation ↗
Marketing Manager



AxA Agency Client Growth ↗
Digital Marketing Manager



Chance Media Content Strategy ↗
Social Media Strategist

Let's Connect There

Start a project →



Marketing & Brand Manager specializing in data-driven strategies.

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Social Media

